ORDER

Orders Order / Rev: 706669 06278655 Alt Order #: OBAMA FOR AMERICA Product Desc: WKYC Estimate: 1537 10/16/12 - 10/22/12 Joe Knauer Flight Dates: Primary AE: Original Date / Rev: 08/15/12 / 08/15/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential Order Separation: 00:15:00 Priority: P-5 Advertiser External ID:

Bill Plan		Totals

AGY, GEN, POL

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	195	\$109,625.00	\$93,181.25
10/22/12	10/28/12	36	\$19,200.00	\$16,320.00

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	231	\$128,825.00	\$109,501.25	0.00
Totals	231	\$128.825.00	\$109.501.25	0.00

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	30%	\$128,825.00
Market	100%	\$429.416.67

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$4,294.17
WEWS	20%	\$85,883.33
WJW	28%	\$120,236.67
WOIO	19%	\$81,589.17
WUAB	2%	\$8,588.33

Ln	Ch :	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 V	VKYC 1	0/16/12	2 10/19/12	Days of Our Lives		1p-2p	- TWF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
				Days of Our Lives			5						
	Start I		End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
We	ek: 10/15	/12	10/21/12	- TWTF	8	\$200.00	0.00						
E 2 V	VKYC 1	0/16/12	2 10/19/12	M-F 11a-1230p	CM	11a-1230p	- TWTF	:30	4	\$100.00 P-5	0.00 NM	4	\$400.00
				11a-1230p									
	Start I	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/15	/12	10/21/12	- TWTF	4	\$100.00	0.00						
E 3 V	VKYC 1	0/16/12	2 10/19/12	Tonight Show	CM	1135p-1237a	- TWTF	:30	7	\$450.00 P-5	0.00 NM	7	\$3,150.00
				Tonight Show									
	Start I	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/15	/12	10/21/12	- TWTF	7	\$450.00	0.00						

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Order / Rev: 706669 Advertiser: Obama/D/President

Alt Order #: 06278655 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 10/16/12 - 10/22/12 Estimate: 1537

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 4 WKYC	10/16/1	2 10/19/12	M-F 10-11a M-F 10-11a	СМ	10a-11a	- TWF	:30	8	\$100.00 P-5	0.00 NM	8	\$800.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- TWTF	8 CM	\$100.00	0.00	-20		\$450.00 D.5	0.00 NM	,	# 000.00
E 5 WKYC	10/16/1	2 10/19/12	Late Night Late Night w/Jim	CM my Fallon	1237a-136a	- TWTF	:30	4	\$150.00 P-5	0.00 NM	4	\$600.00
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 4	<u>Rate</u> \$150.00	Rating 0.00						
E 6 WKYC	10/16/1	2 10/19/12	M-F 11a-1230p 11a-1230p	СМ	11a-1230p	- ТWГF	:30	7	\$200.00 P-5	0.00 NM	7	\$1,400.00
<u>Sta</u> Week: 10/	rt Date	End Date 10/21/12	Weekdays - TWTF	Spots/Week 7	Rate \$200.00	Rating 0.00						
E 7 WKYC			Last Call	CM	135a-205a	- TWTF	:30	4	\$50.00 P-5	0.00 NM	4	\$200.00
			Last Call w/Carso	on Daly								
Sta Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 4	<u>Rate</u> \$50.00	Rating 0.00						
E 8 WKYC			M-F 2-3p	CM CM	2-3p	- TWTF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
01-		Ford Date	Rachel Ray	01-00/1-	Data	Dada						
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 8	Rate \$200.00	Rating 0.00						
E 9 WKYC				CM	3p-4p	- TWTF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
			The Doctors		-1 '				,			, ,
Sta Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 8	<u>Rate</u> \$200.00	Rating 0.00						
E 10 WKYC				CM	4p-5p	- TWTF	:30	8	\$300.00 P-5	0.00 NM	8	\$2,400.00
			Ellen Degeneres									
<u>Sta</u> Week: 10/	rt Date 15/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 8	<u>Rate</u> \$300.00	Rating 0.00						
E11 WKYC	10/16/1	2 10/19/12	M-F 430a-5a 430a News	СМ	430a-5a	- ТWГF	:30	4	\$50.00 P-5	0.00 NM	4	\$200.00
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	Weekdays - TWTF	Spots/Week 4	<u>Rate</u> \$50.00	Rating 0.00						
E 12 WKYC			M-F 5-6a	СМ	5a-6a	- TWTF	:30	8	\$50.00 P-5	0.00 NM	8	\$400.00
			Channel 3 News									
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 8	<u>Rate</u> \$50.00	Rating 0.00						
E 13 WKYC	10/16/1	2 10/19/12	M-F 5-6p Dr. Phil	СМ	5p-6p	- TWTF	:30	8	\$500.00 P-5	0.00 NM	8	\$4,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- TWTF	8	\$500.00	0.00			Ф750 00 D 5	0.00.004	_	# E 050 00
E 14 WKYC	10/16/1	2 10/19/12	M-F 6-630p Channel 3 News	CM at 6p	6p-630p	- TWFF	:30	7	\$750.00 P-5	0.00 NM	7	\$5,250.00
Sta Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> - TWTF	Spots/Week 7	Rate \$750.00	Rating 0.00						
E 15 WKYC			M-F 6-7a	CM	6a-7a	- TWTF	:30	10	\$400.00 P-5	0.00 NM	10	\$4,000.00
			Channel 3 News						***************************************			* 1,000100
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- TWTF	10	\$400.00	0.00			#4.500.00 P.5	0.00.1114	_	0 40 5 00 00
E 16 WKYC	10/16/1	2 10/19/12	Nightly News Nightly News	СМ	M-Su 6:28p-	7p - TWTF	:30	1	\$1,500.00 P-5	0.00 NM	7	\$10,500.00
Sta Week: 10/	rt Date	End Date 10/21/12	Weekdays - TWTF	Spots/Week 7	Rate \$1,500.00	Rating 0.00						
E 17 WKYC			M-F 7-730p	CM	7-730p	- TWTF	:30	7	\$750.00 P-5	0.00 NM	7	\$5,250.00
Sto	rt Date	End Date	Channel 3 News Weekdays	at 7P Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- TWTF	<u>3pois/week</u> 7	\$750.00	0.00						
E 18 WKYC	10/16/1	2 10/19/12	M-F 7-9a Today	CM	7a-9a	- TWTF	:30	20	\$400.00 P-5	0.00 NM	20	\$8,000.00
Sta	rt Date	End Date	Today Show Weekdays	Spots/Week	Rate	Rating						
<u> </u>	4.0	5 410		5 p 5 to 7 7 0 0 ft	- tato	<u>19</u>					•	

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Order / Rev: 706669 Advertiser: Obama/D/President

Alt Order #: 06278655 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 10/16/12 - 10/22/12 Estimate: 1537

_Ln Ch S	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E18 WKYC 10	0/16/12	2 10/19/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWГF	:30	20	\$400.00 P-5	0.00 NM	20	\$8,000.00
<u>Start D</u> Week: 10/15/		End Date 10/21/12	Weekdays - TWTF	Spots/Week 20	Rate \$400.00	Rating 0.00						
E 19 WKYC 10	0/16/12	2 10/19/12	M-F 730-8p Entertainment To	CM night	730-8p	- ТWГF	:30	4	\$750.00 P-5	0.00 NM	4	\$3,000.00
Start D Week: 10/15/		End Date 10/21/12	Weekdays - TWTF	Spots/Week 4	Rate \$750.00	Rating 0.00						
E 20 WKYC 10	0/16/12	2 10/19/12	M-F 9-10a Today Today Show II	II CM	9a-10a	- ТWГF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
Start D Week: 10/15/		End Date 10/21/12	Weekdays - TWTF	Spots/Week 8	Rate \$200.00	Rating 0.00						
E 21 WKYC 10	0/19/12	2 10/19/12	Fri Prime C Fri Prime C	CM	10-11p	F	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
Start D Week: 10/15/		End Date 10/21/12	Weekdays F	Spots/Week 1	Rate \$1,500.00	Rating 0.00						
E 22 WKYC 10	0/19/12	2 10/19/12	Fri Prime B Fri Prime B	CM	9-10p	F	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
Start D Week: 10/15/		End Date 10/21/12	Weekdays F	Spots/Week 1	Rate \$1,500.00	Rating 0.00						
E 23 WKYC 10	0/22/12	2 10/22/12	Mon Prime C Mon Prime C	CM	10-11p	M	:30	1	\$2,200.00 P-5	0.00 NM	1	\$2,200.00
<u>Start D</u> Week: 10/22/		End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$2,200.00	Rating 0.00						
E 24 WKYC 10	0/22/12	2 10/22/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:	M 00 PM)	:30	1	\$5,000.00 P-5	0.00 NM	1	\$5,000.00
Start D Week: 10/22/		End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$5,000.00	Rating 0.00						
E 25 WKYC 10	0/20/12	2 10/21/12	EN (Sa-Su) Early News (Sa-S	CM Su)	6P-7P Sa/Su (6:00 PM-6:3		:30	4	\$500.00 P-5	0.00 NM	4	\$2,000.00
Start D Week: 10/15/		End Date 10/21/12	Weekdays SS	Spots/Week 4	Rate \$500.00	Rating 0.00						
E 26 WKYC 10	0/20/12	2 10/20/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	aS-	:30	1	\$100.00 P-5	0.00 NM	1	\$100.00
<u>Start D</u> Week: 10/15/		End Date 10/21/12	Weekdays S-	Spots/Week 1	Rate \$100.00	Rating 0.00						
E 27 WKYC 10	0/20/12	2 10/20/12	Notre Dame Footl Notre Dame Foot		Notre Dame	Footb⊱ S-	:30	1	\$800.00 P-5	0.00 NM	1	\$800.00
Start D Week: 10/15/		End Date 10/21/12	Weekdays S-	Spots/Week 1	Rate \$800.00	Rating 0.00						
E 28 WKYC 10	0/20/12	2 10/20/12	630A-7A Chris Matthews S	CM Show	630a-7a	S-	:30	1	\$200.00 P-5	0.00 NM	1	\$200.00
Start D Week: 10/15/		End Date 10/21/12	Weekdays S-	Spots/Week 1	Rate \$200.00	Rating 0.00						
E 29 WKYC 10	0/20/12	2 10/20/12	Sat 7-8p Sat 7-8p	CM	7-8p	S-	:30	2	\$400.00 P-5	0.00 NM	2	\$800.00
Start D Week: 10/15/		End Date 10/21/12	Weekdays S-	Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00						
E30 WKYC 10	0/20/12	2 10/20/12	SAT TDY NBC Today Show	CM v (Sa)	7a-9a	S-	:30	2	\$350.00 P-5	0.00 NM	2	\$700.00
Start D Week: 10/15/		End Date 10/21/12	Weekdays S-	Spots/Week 2	Rate \$350.00	Rating 0.00						
E31 WKYC 10	0/20/12	2 10/20/12	Sat Prime A 8-9p	СМ	8-9p (8:00 PM-9:0	S- 0 PM)	:30	1	\$900.00 P-5	0.00 NM	1	\$900.00
Start D Week: 10/15/		End Date 10/21/12	Weekdays S-	Spots/Week 1	Rate \$900.00	Rating 0.00						
E 32 WKYC 10	0/20/12	2 10/20/12	Sat 9-1030a Channel 3 News	CM 9am Sat	9a-1030a	S-	:30	3	\$350.00 P-5	0.00 NM	3	\$1,050.00
Start D	<u>Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						

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Product Desc: Alt Order #: 06278655 OBAMA FOR AMERICA WKYC

Flight Dates: 10/16/12 - 10/22/12 Estimate: 1537

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E32 WKYC	10/20/12	2 10/20/12	Sat 9-1030a	CM	9a-1030a	S-	:30	3	\$350.00 P-5	0.00 NM	3	\$1,050.00
Start	Date	End Date	Channel 3 News Weekdays	Spots/Week	Rate	Rating						
Week: 10/1		10/21/12	S-	3	\$350.00	0.00						
E 33 WKYC	10/20/12	2 10/20/12	Sat Prime B Sat Prime B	СМ	9-10p (9:00 PM-10:0	S- 00 PM)	:30	1	\$900.00 P-5	0.00 NM	1	\$900.00
Start Week: 10/1	Date 5/12	End Date 10/21/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
E 34 WKYC	10/21/12	2 10/21/12	Meet the Press	CM	1030a-1130a	S	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
Start	t Date	End Date	Meet the Press Weekdays	Spots/Week	Rate	Rating						
Week: 10/1		10/21/12	S	1	\$1,500.00	0.00						
E35 WKYC	10/21/12	2 10/21/12	Browns Pre-Gam		1130a-12p	S	:30	1	\$950.00 P-5	0.00 NM	1	\$950.00
Start	Date	End Date	Browns Pre-Gam	Spots/Week	Poto	Rating						
Week: 10/1		10/21/12	<u>Weekdays</u> S	1	<u>Rate</u> \$950.00	0.00						
E36 WKYC	10/21/12	2 10/21/12	Su 12-1230p	CM	12-1230p /St	ıS	:30	1	\$100.00 P-5	0.00 NM	1	\$100.00
			Channel 3 News	at Noon Su								
Start Week: 10/1	Date 5/12	End Date	Weekdays S	Spots/Week 1	Rate	Rating						
E 37 WKYC		10/21/12	54-5304	CM	\$100.00 5a-530a	0.00	:30	1	\$125.00 P-5	0.00 NM	1	\$125.00
EST WICH	10/21/12	2 10/21/12	Hometime	Civi	3a-330a	5	.50	'	ψ123.001 -3	0.00 14101	'	Ψ125.00
Start Week: 10/1	Date 5/12	End Date 10/21/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$125.00	Rating 0.00						
		2 10/21/12	NFL Pregame Sh	ow CM	NFL Pre-Gar		:30	1	\$1,000.00 P-5	0.00 NM	1	\$1,000.00
0	. 5 .		NFL Pre-Game	0	(7:00 PM-8:00							
Start Week: 10/1	<u>Date</u>	End Date 10/21/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
			NFL Pregame Sh		NFL Pre-Gar		:30	2	\$1,000.00 P-5	0.00 NM	2	\$2,000.00
			NFL Pre-Game		(7:00 PM-8:00	0 PM)						, ,
Start Week: 10/1	Date 5/12	End Date 10/21/12	Weekdays S	Spots/Week 2	Rate \$1,000.00	Rating 0.00						
			NFL Regular Sea		NFL Football		:30	2	\$7,500.00 P-5	0.00 NM	2	\$15,000.00
			NFL Football		(8:00 PM-11:0	00 PM)						
Start Week: 10/1	Date 5/12	End Date 10/21/12	<u>Weekdays</u> S	Spots/Week	Rate \$7,500.00	Rating 0.00						
E 41 WKYC				CM	8a-9a	S	:30	2	\$350.00 P-5	0.00 NM	2	\$700.00
	. 0, 2 .,		NBC Today Show		04 04	٥	.00	_	φοσοίσσι σ	0.00	_	ψ. σσ.σσ
			<u>Weekdays</u>			Rating						
Week: 10/1 E 42 WKYC		10/21/12	S	CM	\$350.00 9a-1030a	0.00	:30	3	\$350.00 P-5	0.00 NM	3	\$1,050.00
E42 WRIC	10/21/12	2 10/21/12	Channel 3 News	_	9a-1030a	3	.30	3	φ330.00 F-3	U.UU INIVI	3	φ1,030.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/1		10/21/12	S	3	\$350.00	0.00						
E 43 WKYC	10/18/12	2 10/18/12	Thu Prime C Thu Prime C	CM	10-11p	T	:30	1	\$2,800.00 P-5	0.00 NM	1	\$2,800.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/1		10/21/12	T	1	\$2,800.00	0.00						
E 44 WKYC	10/18/12	2 10/18/12	Thu Prime A	CM	8-9p	T	:30	1	\$1,800.00 P-5	0.00 NM	1	\$1,800.00
01	D-1-	E. J.D.G.	Thu Prime A	0 (- ///)	Data	Datie						
Start Week: 10/1	<u>Date</u> 5/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$1,800.00	Rating 0.00						
E 45 WKYC			LN (M-Su)	СМ	11P-1135P	- TWTFSS	:30	8	\$950.00 P-5	0.00 NM	8	\$7,600.00
			Late News (M-Su	ı)								
	Date 5/12	End Date	Weekdays - TWTFSS	Spots/Week	Rate	Rating						
Week: 10/1 E 46 WKYC		10/21/12	Tue Prime A	8 CM	\$950.00 8-9p	0.00 - T	:30	1	\$2,800.00 P-5	0.00 NM	1	\$2,800.00
_ 15 VVICTO	. 5, 10, 12	- 10/10/12	Tue Prime A	Civi	- op	1	.00	'	ψ <u>=</u> ,000.001 -0	0.00 INIVI	'	Ψ=,000.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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430a News

Weekdays

Spots/Week

Rate

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Alt Order #: 06278655 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 10/16/12 - 10/22/12 Estimate: 1537

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 10/16/12 10/16/12 8-9p \$2,800.00 P-5 \$2,800.00 E46 WKYC Tue Prime A CM - Т-:30 0.00 NM Tue Prime A Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 10/15/12 10/21/12 \$2.800.00 0.00 E 47 WKYC 10/17/12 10/17/12 Wed Prime C CM 10-11p --W---:30 1 \$2,000.00 P-5 0.00 NM \$2,000.00 Wed Prime C **End Date** Weekdays Spots/Week Start Date Rate Rating Week: 10/15/12 10/21/12 - - W- - -1 \$2,000,00 0.00 E 48 WKYC 10/17/12 10/17/12 Wed Prime A CM 8-9p - - W- - - -:30 1 \$1,800.00 P-5 0.00 NM \$1,800.00 Wed Prime A (8:00 PM-9:00 PM) **End Date** Weekdays Rating Start Date Spots/Week Rate Week: 10/15/12 10/21/12 - - W- - -\$1,800.00 0.00 E 49 WKYC 10/17/12 10/17/12 Wed Prime B CM 9-10p - - W- - - -:30 1 \$2,000.00 P-5 0.00 NM \$2,000.00 Wed Prime B (9:00 PM-10:00 PM) End Date Spots/Week Start Date Weekdays Rating Rate Week: 10/15/12 10/21/12 - - W- - -0.00 \$2,000.00 E 50 WKYC 10/22/12 10/22/12 Days of Our Lives CM 1p-2p M- - - - -:30 2 \$200.00 P-5 0.00 NM 2 \$400.00 Days of Our Lives **End Date** Weekdays Rating Start Date Spots/Week Rate M- - - -\$200.00 Week: 10/22/12 10/28/12 0.00 E 51 WKYC 10/22/12 10/22/12 M-F 11a-1230p 11a-1230p M- - - - -:30 \$100.00 P-5 0.00 NM \$100.00 CM 11a-1230p Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$100.00 0.00 E 52 WKYC 10/22/12 10/22/12 **Tonight Show** CM 1135p-1237a M- - - - -:30 \$450.00 P-5 0.00 NM \$450.00 Tonight Show Start Date Weekdays Spots/Week Rating **End Date** Rate M- - - - -Week: 10/22/12 10/28/12 \$450.00 0.00 E 53 WKYC 10/22/12 10/22/12 M-F 10-11a CM 10a-11a M- - - - -:30 2 \$100.00 P-5 0.00 NM 2 \$200.00 M-F 10-11a Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 \$100.00 0.00 E 54 WKYC 10/22/12 10/22/12 Late Night СМ 1237a-136a M- - - - -:30 1 \$150.00 P-5 0.00 NM \$150.00 Late Night w/Jimmy Fallon Start Date **End Date** Weekdays Spots/Week Rate Rating M- - - - -Week: 10/22/12 10/28/12 \$150.00 0.00 E 55 WKYC 10/22/12 10/22/12 M-F 11a-1230p CM 11a-1230p M- - - - -:30 1 \$200.00 P-5 0.00 NM \$200.00 11a-1230p Weekdays Start Date **End Date** Spots/Week Rate Rating M- - - - -Week: 10/22/12 10/28/12 \$200.00 0.00 E 56 WKYC 10/22/12 10/22/12 Last Call CM 135a-205a :30 1 \$50.00 P-5 0.00 NM \$50.00 Last Call w/Carson Daly (1:35 AM-2:05 AM) Start Date **End Date** Weekdays Spots/Week Rate Rating M- - - - -Week: 10/22/12 10/28/12 \$50.00 0.00 E 57 WKYC 10/22/12 10/22/12 M-F 2-3p CM 2-3p M- - - - -:30 2 \$200.00 P-5 0.00 NM 2 \$400.00 Rachel Ray Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M- - - - -\$200.00 0.00 E 58 WKYC 10/22/12 10/22/12 M-F 3-4p CM M- - - - -:30 2 \$200.00 P-5 0.00 NM 2 \$400.00 3p-4p The Doctors Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 M- - - - -\$200.00 0.00 E 59 WKYC 10/22/12 10/22/12 M-F 4-5p СМ 4p-5p M- - - - -:30 2 \$300.00 P-5 0.00 NM \$600.00 2 Ellen Degeneres Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M- - - - -\$300.00 0.00 E 60 WKYC 10/22/12 10/22/12 M-F 430a-5a CM :30 1 \$50.00 P-5 0.00 NM \$50.00 430a-5a M- - - - -1

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Order / Rev: 706669

00070055

Advertiser: Obama/D/President

Alt Order #: 06278655

Product Desc: OBA

OBAMA FOR AMERICA

Flight Dates:

10/16/12 - 10/22/12

Estimate: 1537

WKYC

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
E 60 WKYC 10/22	12 10/22/12	M-F 430a-5a 430a News	СМ	430a-5a	М	:30	1	\$50.00 P-5	0.00 NM	1	\$50.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	M	1	\$50.00	0.00						
E 61 WKYC 10/22	/12 10/22/12	M-F 5-6a Channel 3 News	CM @ 5AM	5a-6a	M	:30	2	\$50.00 P-5	0.00 NM	2	\$100.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$50.00	Rating 0.00						
E 62 WKYC 10/22/		***	CM	5p-6p	M	:30	2	\$500.00 P-5	0.00 NM	2	\$1,000.00
Ctort Data	End Data		Cnoto/Mook	Doto	Doting						
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 2	Rate \$500.00	Rating 0.00						
E 63 WKYC 10/22	12 10/22/12		CM	6p-630p	M	:30	1	\$750.00 P-5	0.00 NM	1	\$750.00
		Channel 3 News	•	_							
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$750.00	Rating 0.00						
E 64 WKYC 10/22/		M-F 6-7a	CM	6a-7a	M	:30	2	\$400.00 P-5	0.00 NM	2	\$800.00
201 1111 0 10/22		Channel 3 News			-112	.00	_	ψσσσσ.	0.00	_	ψοσσ.σσ
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays M	Spots/Week 2	Rate \$400.00	Rating 0.00						
E 65 WKYC 10/22	12 10/22/12	Nightly News Nightly News	СМ	M-Su 6:28p	-7p M	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	Rate \$1,500.00	Rating 0.00						
E 66 WKYC 10/22	12 10/22/12	M-F 7-730p Channel 3 News	CM	7-730p	M	:30	1	\$750.00 P-5	0.00 NM	1	\$750.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	M	1	\$750.00	0.00						
E 67 WKYC 10/22	12 10/22/12	M-F 7-9a Today Today Show	СМ	7a-9a	M	:30	5	\$400.00 P-5	0.00 NM	5	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	M	5	\$400.00	0.00						
E 68 WKYC 10/22	/12 10/22/12	M-F 730-8p Entertainment To	CM onight	730-8p	M	:30	1	\$750.00 P-5	0.00 NM	1	\$750.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	M	1	\$750.00	0.00						
E 69 WKYC 10/22	/12 10/22/12	M-F 9-10a Today Today Show II	II CM	9a-10a (9:00 AM-10	M 0:00 AM)	:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					Ī	
Week: 10/22/12	10/28/12	M	2	\$200.00	0.00						
E70 WKYC 10/22	12 10/22/12		CM	11P-1135P	M	:30	1	\$950.00 P-5	0.00 NM	1	\$950.00
_		Late News (M-Su	,	_							
Start Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	IVI	1	\$950.00	0.00						

Totals 231 \$128,825.00